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#### The Federal Office of Regional Development (Québec)

- Defines federal regional development objectives in Québec.
- Is pursuing the efforts of the former Department of Regional Industrial Expansion (DRIE) by establishing measures tailored to the particular needs of each region.
- Negociates and signs economic development agreements with the Québec Government.
- Pays particular attention to Québec interests in matters of federal government procurement.
- Delivers numerous financial assistance programs to foster regional development through its Montréal office and its eight regional offices.
- Regularly consults the various socioeconomic stakeholders in the regions and works jointly with federal and provincial economic development departments.

Born of the desire of the federal government to contribute to the development of the regions of Québec, the Federal Office of Regional Development (Québec) also offers access, through its nine offices across Québec, to other federal programs and services on international trade, industry, science and technology.

### Two development axes

Wanting to intervene wisely and effectively in developing the ressources and natural vocation of each region, the Federal Office of Regional Development (Québec) defines Québec as comprising two distinct economic zones :

- The resource regions: this is the hinterland of Québec, five regions extending from the east to the northwest and whose economy is largely resourcebased.
- The central regions: this is Québec's industrial heartland, in the southwest of the province, with metropolitan Montréal at its hub

#### In the central regions

The specific objectives of the Federal Office of Regional Development (Québec) in the central regions are :

- to strengthen manufacturing productivity;
- to promote industrial adjustment and offer assistance to business;
- to strengthen key sectors of Montréal's economy;
- to support innovation, industrial design and technological development; and
- to foster the economic revival of disadvantaged areas.

To achieve these objectives, one of the steps taken by the Federal Office of Regional Development (Québec) was to sign an agreement, in June 1988, "on the Economic Development of the Regions of Québec". This 820 million dollar agreement provides a framework within which the federal and provincial governments can implement joint programs, and is therefore a key instrument in the Federal Office of Regional Development (Québec)'s pursuit of its mandate.

## Numerous financial assistance programs

Some of the main financial assistance programs, managed or coordinated by the Federal Office of Regional Development (Québec) are the:

- Manufacturing Productivity Improvement Program (MPIP)
- Innovation Assistance Program (IAP)
- Assistance Program for Disadvantaged Areas (APDA)
- Industrial Recovery Program for East End Montréal (IRPEEM)
- Industrial Recovery Program for Southwest Montréal (IRPSM)
- Support Programs for Fashion Design
- Support Program for Technology Development Assistance Centres



# The central regions: their features and their future

The central regions, centred on the traditional development axis of the St Lawrence River, are the industrial heartland of Québec. The economy of the central regions is the most developed and diversified in the province. The labour market is overwhelmingly concentrated in the tertiary and secondary sectors, with a certain specialization in the different regions. Unemployment rates are generally close to the Québec average. Average income in the central regions is slightly above the provincial average and has remained stable over more than a decade.

The manufacturing sector of the central regions dominates in Québec with over 90% of companies, jobs and value added. The regions that rely most heavily on manufacturing are the Eastern Townships, the Mauricie, Bois-Francs and Montréal. Traditional industries still play a major role but are declining slightly. Modern industries, a sign of restructuring leading to a rejuvenated and more competitive industrial base, are now supplanting them.

The central regions can be divided into two areas, one of them in southwestern Québec, which includes the islands of Montréal and Laval, the Laurentians, Lanaudière, the Montérégie and the Communauté régionale de l'Outaouais, and the other comprising the Québec City region, the Mauricie, Bois-Francs and the Eastern Townships.

Let us now look at each of these regions in terms of geography, characteristics and economic profile.

Montréal Regions : Montréal and Laval\* 1 Laurentians 2 Lanaudière 3 Montérégie 4 Communauté régionale de l'Outaouais 5 Lanaudière Laurentians (part) Laval Montérégie Montréal (part)

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<sup>\*</sup>To better reflect reality, figures provided in this brochure for the Greater Montréal Region not only include Metropolitan Montréal, but also outlying suburbs already part of the Laurentians, Lanaudière and Montérégie regions.



1989

Industry Group	Greater Montréal Region	Laurentians	Lanaudière	Montérégie	Communauté régionale de l'Outaouais (CRO)
Primary	6,1	2,8	5,5	14,8	0,6
Agriculture			4,7	12,5	
Other primary	-	_	8,0	2,3	
Secondary	399,4	42,0	39,3	164,8	11,7
Manufactu- ring	328,0	30,5	29,1	132,2	7,5
Construction	71,4	11,5	10,2	32,6	4,2
Tertiary	1019,8	108,9	89,0	371,9	84,3
Transport., communic. and other utilities	124,5	13,6	11,0	42,8	7,6
Trade	261,2	29,7	22,5	105,0	11,3
Finance, Insurance and real estate	94,2	8,1	9,0	34,3	4,5
Services	468,8	49,4	38,4	161,6	32,4
Public Adm.	71,1	8,1	8,1	28,2	28,5
Total	1425,3	153,7	133,8	551,5	96,6

Note: Due to confidentiality of data, some of the components may not add up to total

Source:

Statistics Canada, Labour Force Survey.

Montréal's economic zone, and more particularly the heart of the region formed by the islands of Montréal and Laval and the principal communities of the Montérégie, is distinguished from the rest of Québec by its urban concentration and its economic structure. It is home to over half the Québec population, within a relatively small area, and provides employment for over 50% of the Québec labour force. Its businesses account for most of the manufacturing activity in the province.

This region is currently trying to maintain its competitive position within Canada and North America, and remains the economic, social and cultural heart of Québec.

Special development initiatives are being undertaken in the Montréal region because of its specific situation and the important role it plays in Québec and Canada. These efforts focus on seven development axes: international activities, high technology, international finance and trade, design, cultural industries, tourism and transportation.

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#### Greater Montréal Region

- The greater Montréal region covers the Island of Montréal (29 municipalities), Laval, some twenty municipalities north of Laval within the Laurentians and Lanaudière administrative regions, and some forty municipalities on the South Shore of Montréal included in the Montérégie administrative region. Montréal is the second-largest metropolitan region in Canada after Toronto (population 3,427,000) with a population of 2,921,000 in 1986. Close to 45% of the Québec population and 11.5% of the Canadian population is concentrated in greater Montréal.
- The greater Montréal region employs a skilled work force of 1.4 million people who produce \$68 billion worth of goods and services.
- Representing close to 50% of overall employment in Québec, the greater Montréal region has an economic base split between the manufacturing sector (23%) and export tertiary activities (75%): transportation and communications, financial services, services to business, head offices, tourism, higher education services and specialized health care services.
- The high technology industries on which Montréal's industrial future depends include about 300 companies in the following sectors:
  - computers and electronic components.
  - · office automation.
  - communications and telecommunications.
  - aeronautics and aerospace.
  - biotechnology and pharmaceuticals,
  - scientific instruments, optics and lasers.
  - robotics,

- · software and software packages, and
- research and civil engineering laboratories.
- The greater Montreal region is known for the diversity of its recreational and tourist infrastructure. In 1988 the region attracted 5.9 million tourists, resulting in direct spending estimated at \$1 billion.
- Tourism in Montréal plays a special role because of its spin-off effects, which benefit several economic sectors, and because it combines:
  - events (festivals, conventions, etc).
  - large facilities (Palais des Congrès, Olympic Stadium, etc),
  - sites and attractions (Old Montréal, Mount Royal, etc), and
  - a whole infrastructure of services and businesses (restaurants, hotels, etc).
- Montréal is a major corporate control centre and this feature clearly distinguishes the Montréal tertiary sector from that of other Québec regions. In the financial sectors, the value of assets held by the major corporations with headquarters in Montréal stood at \$282 billion in 1984, or roughly 35% of the Canadian total.
- The second largest city in Québec, Laval is also an island, a regional county municipality and an administrative region. Laval benefits from many great assets favouring its development, among which a choice location, near the international airports of Dorval and Mirabel, amidst an important highways network. An increasing number of specialised and high technology businesses are establishing in Laval, especially pharmaceuticals and biotechnology industries.

#### Laurentians

The Laurentians region lies northwest of Montréal, north of the Thousand Islands River between the Lanaudière and Outaouais regions. The population of this administrative region stood at 320,000 in 1986, including 153,000 in the greater Montréal area.

In addition to the portion included in the greater Montréal region, the major centres in the Laurentians are:

- Saint-Jérome (23,316).
- Lachute (11,586),
- Mont-Laurier (7,937) and
- Sainte-Agathe-des-Monts (7,879).
- Saint-Jérome, being situated on the edge of the Laurentians tourist area, has a relatively large tertiary sector. Manufacturing is fairly diversified and consists mainly of small companies. More than 20% of the jobs are in manufacturing, the traditional textile clothing industries playing a prominent role, with 16% of manufacturing employment.

- The agglomeration of Lachute is largely industrial, with a third of its employment provided by industry, and 25% of manufacturing jobs are concentrated in the chemical industry.
- Forestry is the economic base of the Mont-Laurier agglomeration. In addition to logging, various processing industries (wood and furniture) are found in the region. Manufacturing is poorly diversified and employs just over 10% of the local work force.
- The tertiary sector, because of tourism, plays a very large role in the Sainte-Agathe-des-Monts area, accounting for 85% of total employment, compared with 71% in Québec as a whole. The presence of major tourist centres, numerous accommodation facilities and many secondary homes gives a powerful boost to the activities of the tertiary sector.

### Lanaudière

- The Lanaudière region is situated north of Montréal between the Laurentians and Mauricie regions. For statistical purposes the entire southern part of this administrative region falls within the greater Montréal region. The total population of Lanaudière was 279,000 in 1986, including 126,000 in Metropolitan Montréal.
- In addition to the municipalities of greater Montréal, the principal agglomerations are:
  - Joliette (16,845),
  - Rawdon (5,673),
  - Saint-Gabriel-de-Brandon (4,971) and
  - Berthierville (3,805).
- Employment in the community of Joliette, which comprises, in addition to the urban agglomeration of Joliette, some forty municipalities, stands at close to 34,000 jobs. The agri-food industry is a major component of the area's economic base. Joliette also serves as an education and health care centre with, among other facilities, the Centre hospitalier régional de Lanaudière, the largest employer in the region.

- Recreation and tourism are key elements of the economy of Rawdon, which is situated in the Lower Laurentians.
- Saint-Gabriel-de-Brandon also lies in a major tourist area, north of Joliette. The community has five hotels and numerous restaurants to serve temporary residents and tourists.
- The economic structure of the community of Berthierville is heavily geared to manufacturing, which accounts for close to 30% of total employment, mainly in the clothing and food industries.

#### Montérégie

- The Montérégie region is located east of the Island of Montréal and stretches from Sorel to the American border, and from the St Lawrence to Granby. This administrative region comprises part of the greater Montréal region (South Shore), where the majority of the population is concentrated. The population of the Montérégie was 1,096,400 in 1986, including 605,000 in the greater Montréal region. This region is the second-most heavily populated in Québec, after the Island of Montréal.
- Outside the part of the Montérégie administrative region that overlaps with greater Montréal, the principal agglomerations are:
  - **Granby** (46,653),
  - Saint-Hyacinthe (39,634),
  - Saint-Jean-sur-Richelieu (34.745).
  - Sorel (31,704) and
  - Salaberry-de-Valleyfield (27,849).
- Granby-Bromont is the most industrialized centre in the Montérégie region. Fully 44% of employment is in manufacturing. The largest industry is electrical and electronic products.

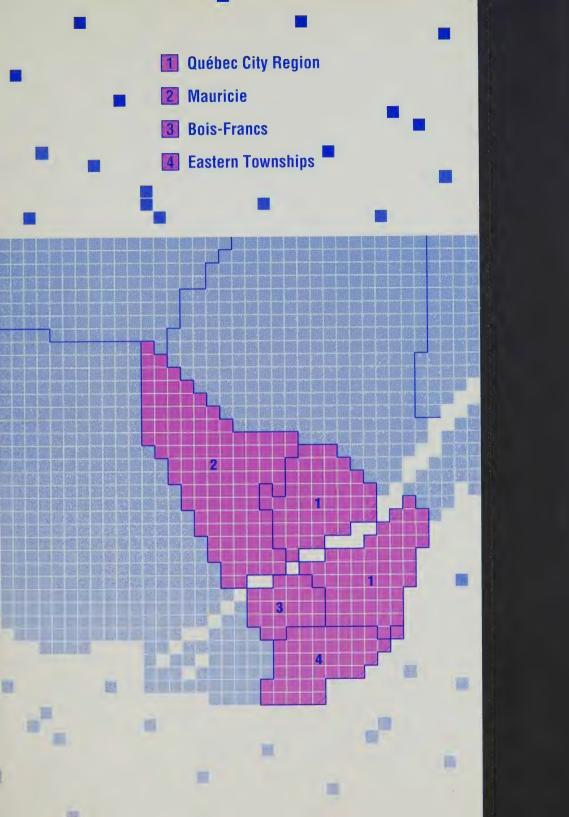
- The agri-food sector accounts for almost 20% of all jobs in the Saint-Hyacinthe area and for over 30% of manufacturing jobs. Several training and research institutions (Faculty of Veterinary Medicine) are tied to that industry.
- Employment in Saint-Jean-sur-Richelieu and vicinity stands at over 27,000 jobs, of which 28% are in the manufacturing sector. The principal industries are textileclothing and electrical products.
- The Sorel area is characterized by the size of its manufacturing sector (39% of total employment) and by the large size of its businesses. Thus 65% of total manufacturing employment is provided by four companies.
- Manufacturing jobs in the agglomeration of Salaberry-de-Valleyfield represent 37% of overall employment. The major industries are rubber, chemicals and primary metals.

Communauté régionale de l'Outaouais

## Communauté régionale de l'Outaouais

- Almost 80% of the population of the Outaouais administrative region is concentrated in the Communauté régionale de l'Outaouais (CRO). Facing Ottawa, the National Capital, the CRO is made up of the principal towns of Gatineau, Hull and Aylmer, along the Ottawa River separating Québec and Ontario.
- The CRO, the third-largest agglomeration in Québec, holds close to a quarter of the population of the Ottawa-Hull metropolitan region, with just over 200,000 inhabitants. Demographic growth in the region (7.4%) was well above the rate in the Montréal and Québec City metropolitan regions between 1981 and 1986. This region also has the lowest unemployment rate in Québec.
- The economy of Gatineau-Hull-Aylmer is integrated with that of the larger National Capital Region. The federal government employs over 100,000 people in the capital region and generates tens of thousands of other iobs in a multitude of related services.

- Over 85% of jobs in Gatineau-Hull-Aylmer are in the tertiary sector. Federal public administration alone provides over 22,000 jobs (31% of total employment).
- The public tertiary sector (government and para-governmental services) thus accounts for over half of all jobs in the area, while manufacturing employment (10% of the total) is concentrated in three plants in the pulp and paper and printing industries.
- The region has a growing core of young companies specializing in microelectronics.
- The CRO derives few benefits from the 2.5 million tourists who visit Ottawa each year, since fewer than 10% make the trip over to the Québec side. The situation should improve thanks to the opening in 1989 of the Canadian Museum of Civilization in Hull.





1989

Industry Group	Québec City Region	Mauricie- Bois-Francs	Eastern Townships	
Primary	14,0	10,6	8,6	
Agriculture	8,5	8,6	7,9	
Other primary	5,5	2,0	0,7	
Secondary	79,0	66,6	35,1	
Manufac- turing	58,7	52,5	28,1	
Construction	20,3	14,1	7,0	
Tertiary	335,7	121,5	77,3	
Transport., communic. and other utilities	24,4	12,4	6,3	
Trade	76,8	35,1	18,8	
Finance, Insurance and real estate	28,4	7,8	- 4,9	
Services	158,6	55,5	41,7	
Public Adm.	47,5	10,7	5,6	
Total	428,8	198,7	121,0	

Source:

Statistics Canada, Labour Force Survey.

Québec City, Bois-Francs, the Mauricie and the Eastern Townships are regions where the small business sector is particularly active. Some areas within those regions, however, are in difficulty. In many cases they are one-industry towns with poorly-diversified and very fragile economic structures, facing problems similar to those of the resource regions.

The challenge facing these regions is to modernize industry and to convert traditional sectors to more specialized activities and adjust the labour force accordingly.

Other sectors such as tertiary activities associated with research and development, high technology and tourism, as well as certain related cultural activities, will provide many opportunities for development that dynamic small and medium-sized businesses must try to exploit.

- Québec City Region
- **Mauricie**
- Bois-Francs
- Eastern
  Townships

#### Québec City Region

- The greater Québec City region comprises the administrative regions of Québec and Chaudière-Appalaches, excluding the Charlevoix and Charlevoix East regional county municipalities. Apart from metropolitan Québec City at its hub, the area covers the Portneuf and Côte-de-Beaupré regions north of the St-Lawrence, and L'Islet, Les Etchemins, the Beauce, L'Amiante and Lotbinière region on the south shore and interior.
- The greater Québec City region has over one million inhabitants, a population larger than that of any of the Maritimes and equal to that of either Saskatchewan or Manitoba.
- The port of Québec, open year-round, can accomodate very large ships (150,000 tonnes) and over 1,000 vessels every year. In addition, airport activity provides jobs for over 750 people and generates over \$26 million in business in the region.
- In 1988, over 4.3 million tourists visited the region, and the economic impact of tourism as been estimated at \$712 million.
- The industrial profile of the greater Québec City region is characterized mainly by its diversity. Overall, the region has over 1,900 manufacturing companies which provide close to 60,000 jobs.
- The region is increasingly asserting itself as a financial centre: some twenty insurance companies with assets approaching \$3 billion have established their head offices there.
- There are 4,000 researchers and 89 research centres in Québec City, many of which are world renowned in their field. The new Parc Technologique will promote technology transfers between industries and research centres.

- Long known as "the asbestos capital of the world", the Thetford Mines (21,750) area is the most important of the L'Amiante regional county municipality. However regional economic structures have changed considerably, resulting in an increased role of the manufacturing and the tertiary sectors. Thus between 1981 and 1986, the employment in tertiary sector has increased 20%.
- Saint-Georges (20,493) being the main centre in the Beauce region, its population has increased 24% from 1976 to 1986, compared with a 5% provincial average. No less than 85 companies have established in Saint-Georges and surroundings between 1970 and 1985, the growth of its manufacturing sector being largely due to the dynamism and entrepreneurship of business people in the Beauce.
- The Portneuf regional county municipality is the most populated area west of greater Québec City, with 41,622 inhabitants in close to thirty cities. The leading lumber industries of the region are located here. Some metallic minerals are also extracted here, chiefly granite and limestone for cement manufacturing. The manufacturing industry is also well represented and is mostly related to natural resources development and agriculture.

Ouébec :

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As of September, 1991:

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### Mauricie

- Situated north of the Bois-Francs region and divided by the Saint-Maurice River, the Mauricie has a population of 277,200, concentrated around its main urban centres, which include Trois-Rivières, the regional capital, as well as Shawinigan, Grand-Mère, Louiseville, Cap-de-la-Madeleine, La Tuque and Bécancour, with its flourishing heavy industrial park.
- The port of Trois-Rivières, the first built in Québec, receives over 550 ships and handles up to 3 million tonnes of cargo each year.
- The Mauricie region is close to major markets such as Montréal, Québec City and the north-eastern United States, a population easily reached by modern highways and the St Laurence Seaway.
- The cradle of the metal industry in Canada, the region has acquired a worldwide reputation for its aluminum production.
- The Mauricie is a fertile land where agriculture still has its place and where the omnipresent forest is the most important resource for the large pulp and paper and lumber companies operating in the region.
- The region has abundant energy resources, including natural gas but mainly hydro-electric power. There are nine dams and eight power stations producing close to 10 million kilowatts/hour, an energy source that was the cornerstone of industrial development in the Mauricie.

- The Mauricie is identified with large multinational corporations, but for several years now, and increasingly so, it has seen the emergence of a multitude of small and medium-sized businesses striving to diversify the industrial structure of the region or working hand in hand with the large corporations.
- A variety of training courses are provided by "cégeps" (colleges) in the region to improve labor skills. The Trois-Rivières CEGEP, with its Centre de metallurgie du Québec (Québec metallurgical Centre), and the Shawinigan CEGEP, well known for its custom-made top management training, are to be noted.
- Among tourist attractions, the Mauricie National Park is a favorite for many nature lovers. The Grand Prix de Trois-Rivières and the classic International Canoe Race of Mauricie attracts thousands of visitors each year.

Trois-Rivières : Bourg du Fleuve

Building 25 Des Forges St. 4th floor, room 413 Trois-Rivières (Québec) G9A 2G4 (819) 374-5544 1-800-567-8637

### Bois-Francs

- The Bois-Francs region lies midway between the province's two main urban agglomerations - Montréal and Québec City - as well as between Trois-Rivières and Sherbrooke. It has a population of 176,600.
- At the crossroads of the Trans-Canada and Trans-Québec highways, Bois-Francs is served by an extensive railway network and is strategically positioned in relation to the markets of Québec, Ontario, the Maritimes and the northeastern United States
- The region has a diversified economy: manufacturing, agriculture and construction play predominant roles.
- Bois-Francs is a veritable small and medium-sized businesses paradise. In 1990-1991, 1,099 manufacturing firms employed 27,172 people, an increase of 244 new companies and 5,000 new jobs since 1988-1989.
- Today there are still 4,600 farms in the region on land valued at close to \$1 billion and with annual sales of \$222 million. Dairy, livestock and maple farms predominate.

- Forests provide the raw material to large pulp and paper as well as furniture-making companies operating in the region. Indeed the furniture industry is a major contributor to the excellent reputation of Bois-Francs. New technologies, new designs and new products are being developed. The Victoriaville CEGEP is particularly well known for its furniture-making and millworking school.
- The harnessing project of the Saint-François River and the establishment of two tourism and convention bureaus are very promising for tourism development in the region.

Drummondville: Place du Centre

150 Marchand St. Suite 502, Drummondville (Québec) J2C 4N1 (819) 478-4664 1-800-567-1418

# Eastern Townships

- The Eastern Townships are located in the southeastern part of the province and set in the Appalachian landscape of green mountains and lakes.
- A small bi-ethnic region of 250,000 people, the Eastern Townships are surrounded by the Montréal, Québec City, Mauricie and Bois-Francs regions, as well as the American states of Maine, Vermont and New Hampshire, making the region a major centre of attraction for Quebecers and Americans alike.
- The dominant features of the Eastern Townships economy are intensive activity in the primary, secondary as well as tertiary sectors, sustained growth in businesses large and small, and one of the highest employment levels in Québec.
- The EasternTownships are adept at making use of their abundant natural resources. Wood, asbestos, copper, granite, limestone and slate are the international claim to fame of towns such as Asbestos, East-Angus, Windsor, Bromptonville and Lac-Mégantic. In addition, agriculture continues to play a prominent role and is currently embarking on another expansion phase.
- Manufacturing provides employment for over a quarter of the labour force in the region, with close to 800 businesses. Most of them are in the traditional sectors of pulp and paper, textile, clothing and footwear. In recent years, the regional economy has been bolstered by new industries that include medical supplies, auto parts, telecommunications and micro-electronics.

- Exports account for 35% of manufacturing production, which has been evaluated at \$ 2.5 billion in 1986
- Thanks to the region's undoubted natural attractions and quality infrastructures, the Eastern Townships enjoy a flourishing tourist industry.
- The Eastern Townships as a whole, and the lake Memphremagog area in particular, are a paradise for skiing, water sports, cruises, farm accommodation, festivals, historic sites and nature watching. The transformation of ski centres into four-season vacation destinations will mark this decade. In 1988, 1.5 million Québec tourists visited the Eastern Townships, resulting in direct spending estimated at \$ 100 million
- A university and hospital centre already well known even abroad, Sherbrooke is doing the region proud by turning itself more and more into a scientific centre bringing together researchers, educators and entrepreneurs.

Sherbrooke:

1335 King St. West Suite 303, Sherbrooke (Québec) J1J 2B8 (819) 564-5904 1-800-567-6084

### Regional Offices

The Federal Office of Regional Development (Québec) has offices in each region of the province.

For information on its programs and services, contact the nearest regional office.

Alma : 170 St-Joseph St. South

Suite 203, Alma Québec G8B 3E8 (418) 668-3084 1-800-463-9808

■ Drummondville : Place du Centre

150 Marchand St. Suite 502.

Drummondville, Québec

J2C 4N1 (819) 478-4664 1-800-567-1418

Montréal: 800 Victoria Square

Suite 3800, P.O. Box 247, Montréal, Québec H4Z 1E8

(514) 283-7557 1-800-263-4689

Québec: 905 Dufferin Avenue
 2nd Floor, Québec City

Québec G1R 5M6 (418) 648-4826 1-800-463-5204

Rimouski :

212, Belzile St. 2<sup>nd</sup> Floor, Rimouski Québec G5L 3C3 (418) 722-3282 1-800-463-9073

Sept-Îles: 701 Laure Blvd.

P.O. Box 698, Sept-Îles Québec G4R 4K9 (418) 968-3426 1-800-463-1707

Sherbrooke : 1335 King St. West

Suite 303, Sherbrooke Québec J1J 2B8 (819) 564-5904 1-800-567-6084

Trois-Rivières: Bourg du Fleuve Building

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■ Val-d'Or : Place du Québec

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Val-d'Or, Québec J9P 5E6 (819) 825-5260 1-800-567-6451

#### Source :

Sources for some data are drawn from publications of the Office de planification et de développement du Québec :

- Bilan socio-économique 1987, région de Montréal
  Bilan socio-économique, région de Laval, 1990
  Les régions administratives du Québec,1990

